

CLAIMS

What is claimed is:

1. A system for retrieving information about an advertisement that was viewed by or heard by an individual, comprising:
 - an advertisement content server having at least one file containing information about the advertisement;
 - a device for accessing the information via a communications network; and
 - wherein the content server enables the individual, using the device, to retrieve a subset of the information based on a limited knowledge of the individual concerning the advertisement.
2. The system of claim 1, further comprising a broadcast media outlet that broadcasts the advertisement.
3. The system of claim 2, wherein the information about the advertisement includes a name and a geographic location of the broadcast media outlet.
4. The system of claim 1, wherein the information about the advertisement includes a name and contact information for an advertiser.
5. The system of claim 1, wherein the information about the advertisement is segmented into searchable fields.

6. The system of claim 1, wherein the device for accessing the information includes a computer.

7. The system of claim 1, wherein the device for accessing the information includes a wireless device.

8. The system of claim 1, further comprising an activity log for recording information retrieval events.

9. The system of claim 5, further comprising a payment instruction for accessing the information.

10. A method for managing advertisement information about an advertisement, comprising:

storing the information about the advertisement in an advertisement content server;

enabling an individual, using a device that is in communication with the content server, to search the information based on a limited knowledge of the individual concerning the advertisement; and

transmitting a subset of the information to the device.

11. The method of claim 10, further comprising determining a location of the device and wherein transmitting a subset of the information includes transmitting a

subset of the information that is identified as having a relationship with the location of the device.

12. The method of claim 10, further comprising accepting, via a computer network, the information from an advertiser.

13. The method of claim 10, wherein storing the information includes storing the information including a name and a location of a broadcast media outlet.

14. The method of claim 10, wherein storing the information includes storing the information including a name and contact information for an advertiser.

15. The method of claim 10, further comprising segmenting the information into searchable fields.

16. The method of claim 10, wherein enabling an individual to search the information includes enabling the individual, using a wireless device that is in communication with the content server, to search the information.

17. The method of claim 10, wherein enabling an individual to search the information includes enabling the individual, using a computer that is in communication with the content server, to search the information.

18. An apparatus for retrieving information about an advertisement that was viewed or heard by an individual, comprising:

server means for storing information about the advertisement and for enabling the individual, using a device that is in communication with the server means, to search the information based on a limited knowledge of the individual concerning the advertisement; and

means for transmitting a subset of the information to the device.

19. The apparatus of claim 18, wherein the device includes a wireless device.

20. The apparatus of claim 18, wherein the device includes a computer.